

**MANSFIELD DOWNTOWN PARTNERSHIP
ADVERTISING AND PROMOTION COMMITTEE**

Meeting

Celebrate Mansfield Festival Subcommittee

Monday, May 5, 2014

5:00 pm

Minutes

Present: Kim Bova and Ilze Taylor

Staff: Cynthia van Zelm and Kathleen Paterson

1. Call to order

In Chair Betsy Paterson's absence, Kathleen Paterson called the meeting to order at 5:15 pm.

2. Public comment

There was no public comment.

3. Approve Minutes from September 16, 2013 and April 21, 2014

The Minutes were approved by consensus.

4. Review Task List

Activities: Ms. K. Paterson reported that four booths have already registered, and a fifth has expressed interest. She said she emailed all of the 2013 participants and posted the booth information and application on the Festival website.

Advertising: Ms. K. Paterson reported that the Save the Date cards have been distributed to local businesses as well as have been mailed to past participants.

Art: Ms. K. Paterson commented that one submission has been received and noted that the deadline to submit is not until August.

Children's: Ilze Taylor explained the idea of a "monster mural," which is a large art project in which visitors of all ages can participate. With encouragement from the subcommittee, **Ms. Taylor will start planning the mural activity.**

Music: Ms. K. Paterson reported she is waiting to receive the contract back from the band's management team.

Ms. K. Paterson said that one of the bands that was considered for this year was not available on the date of the event but asked to be considered for next year. The subcommittee agreed to consider the band and agreed upon Sunday, September 20, 2015 as the date for the 12th Annual Celebrate Mansfield Festival.

Parade: Ms. K. Paterson shared the news that the Parade co-chairs will be moving out of state for work this summer. She said she would like to find someone to work with the co-chairs before they leave and to take on the Parade for this year. **The subcommittee will consider possible volunteers for this task.**

Ms. K. Paterson asked the subcommittee to think of possibilities for the 2014 Grand Marshal. **Ms. K. Paterson will email the criteria to the subcommittee before the next meeting.**

Ms. K. Paterson said that invitations to participate in the Parade were mailed to the three National Championship UConn teams. She reported that the Field Hockey team is unable to participate due to their competition schedule. Ms. K. Paterson would like to find a way to honor them in their absence.

Set-up: Ms. K. Paterson said that she and Kristin Schwab walked the site and made some adjustments to the draft site plan. Once the spring semester is over, Ms. K. Paterson will ask Ms. Schwab for a revised version of the site plan to share with the subcommittee and with Town agencies that need to approve the plan.

Sponsors: Ms. K. Paterson shared with the subcommittee the new sponsorship brochure, which was revised in response to their suggestions from the previous meeting. She said the letters and brochures would be mailed to potential sponsors soon.

5. Open discussion

Ms. Bova will ask someone to help her with photos.

Ms. K. Paterson will talk to John Bell about having an activity booth as well as a presence in the Parade.

6. Adjourn

The meeting adjourned at 6:30 pm.

Minutes by Kathleen M. Paterson